

ABSTRACT OF THE INVENTION

The invention relates to a m -column/ n -row/ $m \times n$ -pixel inversion driving method for a liquid crystal display where m can be any integer from two to the number of scan lines and n can be any integer of two to the number of column lines. Such a driving method greatly reduces total fringe field effect on display to maintain contrast whilst minimising perception of flickering. Moreover, the number of inversions can be adjusted to strike a balance between contrast and perceptibility of flickering. The n -row inversion method can be applied to passively and actively driven liquid crystal displays where n can be any integer from two to the number of scan lines. The m -column inversion driving method can be applied to an actively driven LCD where m can be any integer from two to the number of column lines while the $n \times m$ -pixel inversion method can be applied to an actively driven LCD where n can be any integer from two to the number of scan lines and m can be any integer from two to the number of column lines. This inversion method is particularly useful in actively driven miniature TFT and reflective liquid crystal on silicone displays in contrast to the effect on fringe field if a conventional single row/column/pixel inversion method is used.